



# HEALTHY SHELBY

A MEMPHIS FAST FORWARD INITIATIVE



## News Release

---

FOR IMMEDIATE RELEASE

CONTACT: Elizabeth Hart  
[Elizabeth.hart@shelbycountyttn.gov](mailto:Elizabeth.hart@shelbycountyttn.gov)  
(901) 222-9607 Office  
(901) 500-5227 Mobile

December 3, 2013

### COMMUNITY PARTNERS TO ANNOUNCE NEW SAFE SLEEP CAMPAIGN

MEMPHIS – The Shelby County Health Department (SCHD), Healthy Shelby and other community partners will announce a new Safe Sleep Campaign aimed at reducing the infant mortality rate.

**WHAT:** Announcement of Safe Sleep Campaign

**WHO:** Free and open to the public  
RSVP to [rene.buttrey@healthymemphis.org](mailto:rene.buttrey@healthymemphis.org) or call (901) 684-6011 ext. 212

**WHEN:** Monday, Dec. 9  
1 p.m. to 3 p.m.

**WHERE:** St. Andrew A.M.E. Community Life Center  
1472 Mississippi Blvd.  
Memphis, TN 38106

The goal of the campaign is to ensure everyone is aware of and prepared to adopt lifesaving safe sleep practices for their infant. Safe sleep information is important for all caregivers, not just parents. Grandparents, aunts, uncles, cousins, babysitters, childcare providers, and others should know the safest ways for babies to sleep.

###